

California Public Utilities Commission

in collaboration with:

California Energy Commission; California public and private utilities;
West coast state energy and regulatory officials;
Energy efficiency experts, stakeholders, and market leaders

Big/Bold Energy Efficiency Strategies Workshop Series Agenda

10:00 - 5:00 Monday, May 14, 2007.

CPUC Auditorium, 505 Van Ness Avenue, San Francisco

To listen by telephone: 1-866-687-1443 Participant pass code – 737358#

To get to the Video WebCast, go to www.cpuc.ca.gov A link to the broadcast (as well as a telephone call-in number) will be accessible at the top of <http://www.cpuc.ca.gov> at least one hour prior to the beginning of the workshop.

The link will also be available from the top of the [News Room](#) page at that same time.

PURPOSE OF EMBARKING UPON AN INITIAL SET OF “BIG/BOLD STRATEGIES”

Initial remarks by Commissioner Grueneich, CPUC

- **Achieve “all cost-effective energy efficiency” in an accelerated timeframe**
- **Leverage interrelationships across a continuum of implementation policies to accomplish strategic outcomes.**

DEFINING BIG/BOLD STRATEGIES Jeanne Clinton, CPUC

- ☐ Preliminary criteria used to identify candidates for Big/Bold Strategies
 - Target 3-4 uniform, statewide programmatic strategies involving key end uses or building situations with substantial EE opportunity.
 - Deliberate strategies in a larger, coordinated approach. The addition of market and technology penetration strategic goals embraces the natural synergies among utility incentive programs, market transformation activities, and state and national minimum codes and standards.
 - Initiatives should extend for 6-10 years, with a strong emphasis on tracking market penetration across elements of action strategies.
 - Leverage opportunities to engage both public- and investor-owned utilities through a collaborate framework
 - Ability to aggressively launch action by leveraging support and leverage as CORNERSTONES of the California utility 2009-2011 energy efficiency portfolios.
 - Establish relationships and collaborative framework among utilities; states, federal government, and local agencies; manufacturers and retailers; and the building community and other stakeholders necessary to define multi-year integrated strategies
- ☐ Overview of 8 strategies suggested by CPUC and CEC staff
- ☐ Purpose of today:
 - Select the most promising four strategies for California and the West

- Identify what other initiatives or opportunities should be tied in to each.
- Determine what information or background material we need by June 5 to sketch out component activities for each of the Big/Bold 4 in June 5-8 workshops.
- Are there additional Big/Bold candidates that we should add to any of today's 3 panel sessions?

10:30 – 12:00 SESSION 1: CANDIDATE RESIDENTIAL SECTOR STRATEGIES

- ☐ **X% of residential new construction and major residential renovations (during 2009-2011) to exceed Title 24 by 35%**, and these levels would be incorporated into 2011 CEC Title 24 standards. Then plan for 2012+.
- ☐ **Achieve “X”% market penetration of SEGWHAI*-qualifying residential and small commercial retrofit/replacement gas water heaters** by 2011, “Y” % by 2014, and incorporate into Title 20 (or Title 24) building standards by 2014. (* Super Efficient Gas Water Heating Appliance Initiative). Coordinate with California's Food Service Technology Center, PIER, and Consortium for Energy Efficiency national efforts.
- ☐ **Achieve X% penetration of high-efficiency A/C systems in the retrofit/replacement residential and small commercial market segments**. Systems also should be **optimally sized, with high-quality installations, and low-leakage ductwork**. This strategy might involve a national approach to climate-zone- efficiency standards (e.g., hot-dry, warm-humid, and temperate zones).

Introduction of panel: Moderator – Gary Klein, CEC

- Overview of Remaining EE Potential for Res sector

Opening remarks, observations, and recommendations by strategic expert panel

- Bill Pennington, CEC (confirmed) (Expectations of how CEC Title 20 (Appliances), Title 24 (Building Standards), and/or Federal Appliance standards are likely to affect future energy efficiency)
- Jim McMahon of LBNL
- David Goldstein, NRDC (confirmed) and Bill Prindle, ACEEE by phone
- Jeff Harris, Northwest Energy Efficiency Alliance (confirmed)
- Marc Hoeschele, Davis Energy Group (confirmed)

Group Discussion

- EE Potential by market segments, delivery channel, market saturations today, recent trends
- Develop one or two final Bold, Medium-Term (6-10 years) changes in EE outcome that might be possible goals.
- Identify Additional information needed at June Workshop
- Identify resource people to prepare data, material, or ideas for June workshop

12:00 – 1:00

LUNCH BREAK

1:00 – 2:30 p.m. SESSION 2: CANDIDATE CROSS-SECTORAL STRATEGIES

- ☐ Convert **all general purpose and directional lighting** in California to high efficiency light sources by 2017, through a combination of incentives, market activities, and standards.
- ☐ Achieve major market transformation of computer **technology and data server network equipment** efficiency

Introduction of panel: Moderator – Steve Schiller, Schiller Consulting

- Overview of Remaining EE Potential for cross-cutting sectors

Opening remarks, observations, and recommendations by strategic expert panel

- Konstantinos Papamichael, UC Davis Lighting Technology Center (confirmed)
- Francis Rubinstein, LBNL (invited)
- Rich Brown, LBNL, computers (confirmed)
- Tim Tutt, CEC, lighting standards (confirmed)
- Dean Pournaras, Watt Stopper/Legrand (confirmed)
- Duane Larson, PG&E (confirmed)
- David Goldstein, NRDC (confirmed) and Bill Prindle, ACEEE (by phone) on US Congress energy efficient lighting legislation

Group Discussion

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- Develop one or two final Bold, Medium-Term (6-10 years) changes in EE outcome that might be possible goals.
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2:30 – 2:45	BREAK
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2:45 – 4:15 p.m. SESSION 3: CANDIDATE NON-RESIDENTIAL STRATEGIES

- ☐ **X million sq. feet of existing commercial buildings (Y % of the market) would carry out owner/manager/operator actions to improve their energy efficiency by 20% over their 2008 baselines (documented via benchmarking).**
Develop a trajectory for similar targets in later years.
- ☐ **Sign on to AIA Campaign for Zero Net Energy Building Design by 2030.**
Identify next 6-10 years of CEC standards work, Emerging technologies initiatives, Incentive programs, and State or local initiatives targeting commercial building/ property developers.
- ☐ **Industrial sector achieves 100% of electricity economic potential (15%?) by 2015, through voluntary action**

Introduction of panel: Moderator – Jeanne Clinton, CPUC

- Overview of Remaining EE Potential for Non-Residential sector

Opening remarks, observations, and recommendations by strategic expert panel

- Andrea Traber, President of Bay Area Chapter, US Green Building Council (now at KEMA consulting) (confirmed)
- Bill Pennington, CEC (Expectations of future CEC Title 24 Building Standards), (confirmed)
- Ken Cleaveland, Building Owners & Managers Association (invited)
- Steve Selkowitz, LBNL on Zero Net Energy Building concept, (confirmed)
- Jeff Harris, Northwest Energy Efficiency Alliance, (confirmed)

Group Discussion

- EE Potential by market segments, delivery channel, market saturations today, recent trends.
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- Identify resource people to prepare data, material, or ideas for June workshop.

4:15 – 4:45 SESSION 4: CONSENSUS SELECTION OF 4 BEST STRATEGIES AND PREPARATION FOR JUNE WORKSHOPS

Moderator: Jeanne Clinton, CPUC

Inviting your follow-on thoughts and comments:

We invite your suggestions and comments to help us formulate effective June workshops when we will flesh out each of the top "Big/Bold" EE strategies.

The CPUC's formal regulatory process expects comments from case participants by May 25 (10 days after this workshop).

However, we invite **earlier**, direct correspondence from anyone who wants to offer suggestions, useful data, or other reference material. Please send these less formal comments directly to Anne Premo, awp@cpuc.ca.gov. Her phone is (916) 324-8683.

**** Mark Your Calendars**

Big Bold Workshops #2 (June 5-8, and if needed, June 11-12)

Sketching out the Elements of Each Chosen Strategy

San Francisco State University Downtown Campus

835 Market Street, San Francisco

Rooms 553 and 554

Adjacent to Powell Street BART station, at 5th and Market Streets, 5th floor of Galleria Building. Can also enter via elevator from Powell Street BART and MUNI underground stations, to 5th floor of Galleria Building. Or, enter at 835 Market Street, SF.

Purpose: shape comprehensive implementation strategies for each of the selected Big Bold strategies

Big Bold Strategy A	June 5-6 Room A	e.g. Residential Big/Bold Strategy #1
Big Bold Strategy B	June 5-6 Room B	e.g. Non-residential Big/Bold Strategy #1
Big Bold Strategy C	June 7-8 Room A	e.g. Residential Big/Bold Strategy #2
Big Bold Strategy D	June 7-8 Room B	e.g. Cross-Sectoral Big/Bold Strategy #1

Reserved Days for Additional Big Bold Strategy Work Groups (if needed) June 11-12

May 11, 2007